

Developing New Markets: Marketing to International Students

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You Can Get There From Here.

Why We're Here



Recent Enrollment Trends



Revenue Implications



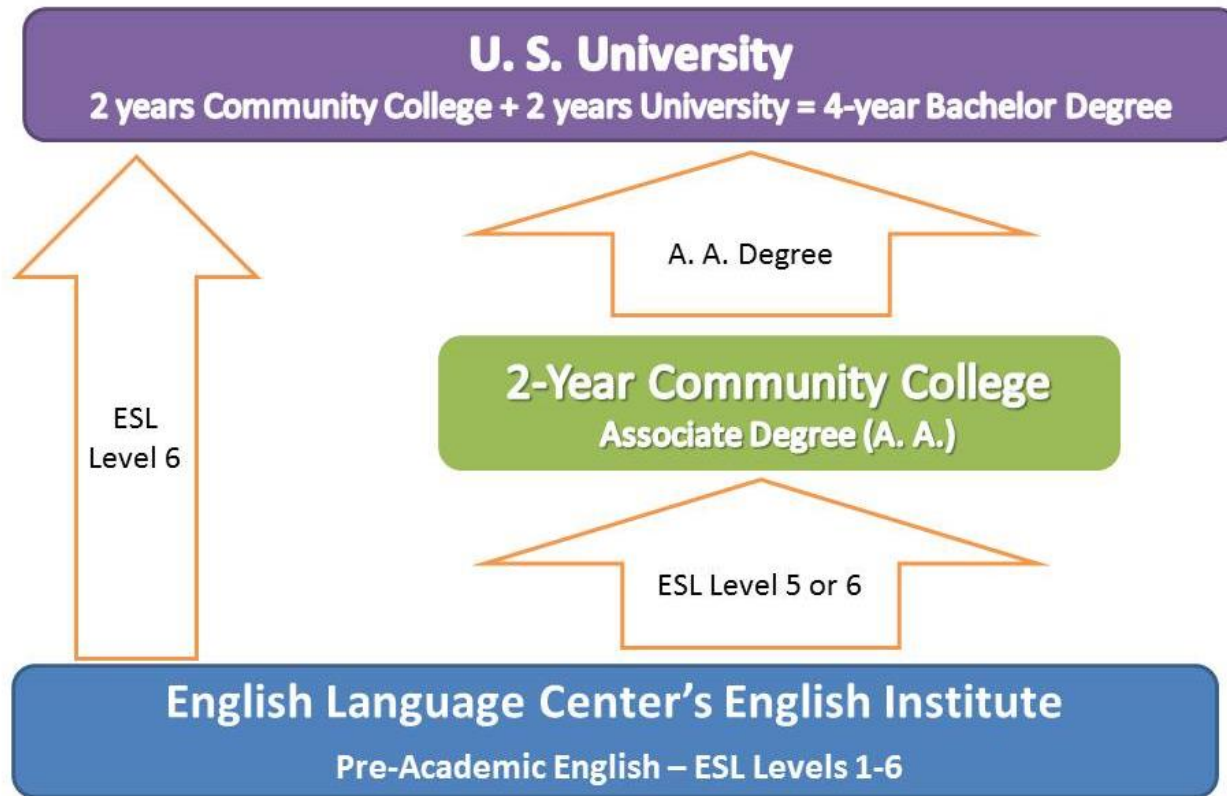
Institutional Priority



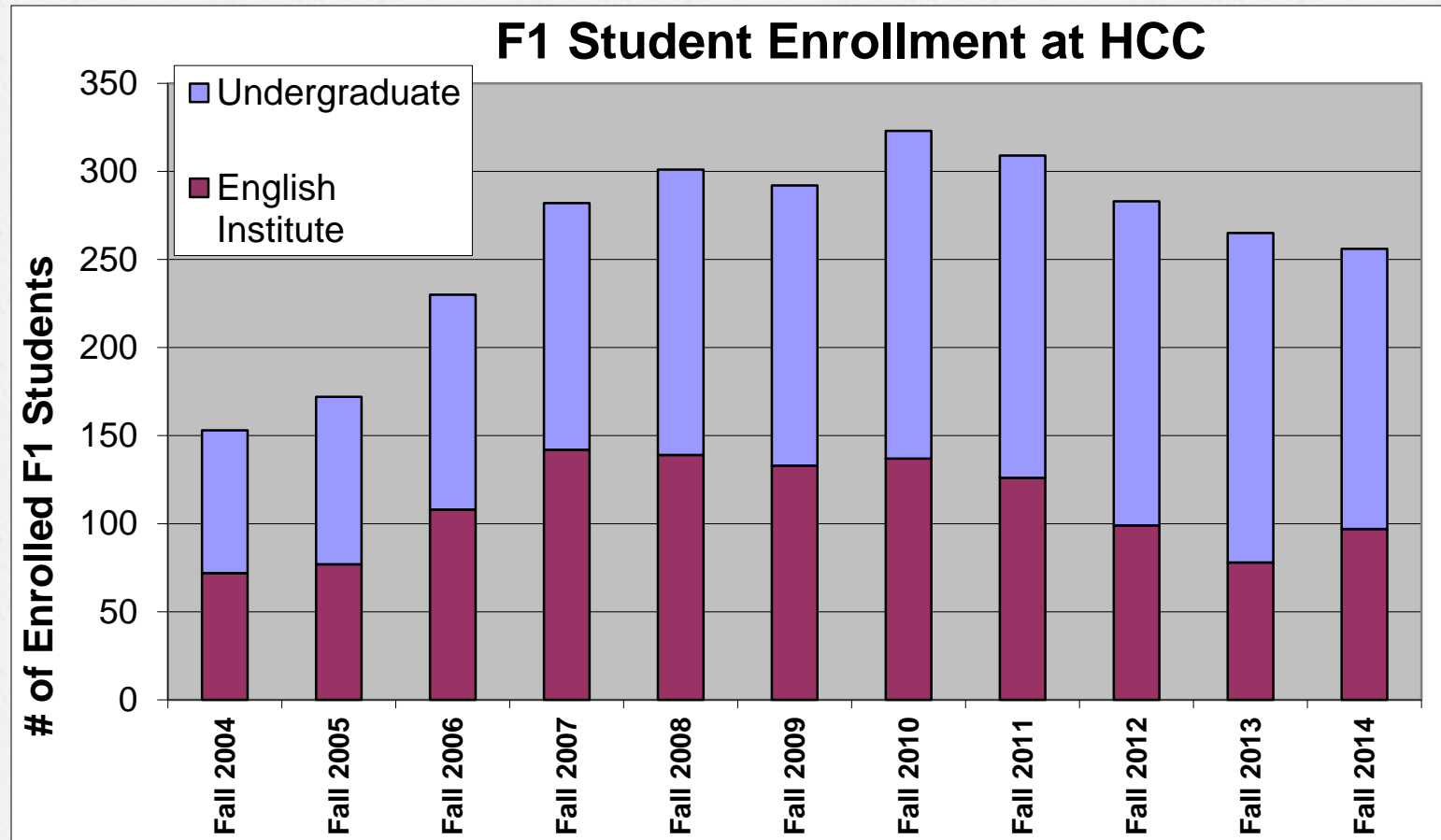
New Marketing Initiatives

International Students at HCC

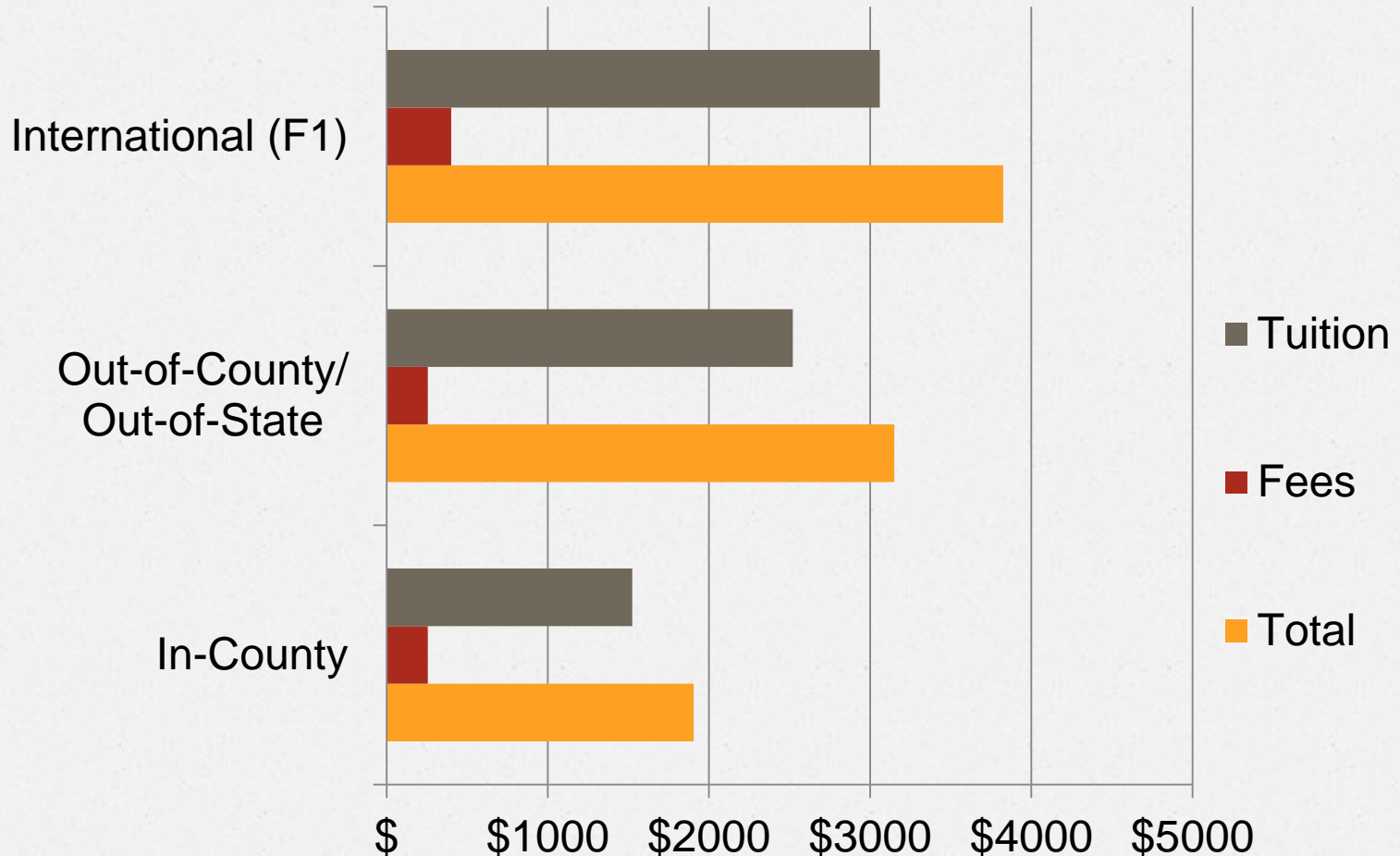
Steps from ESL to University



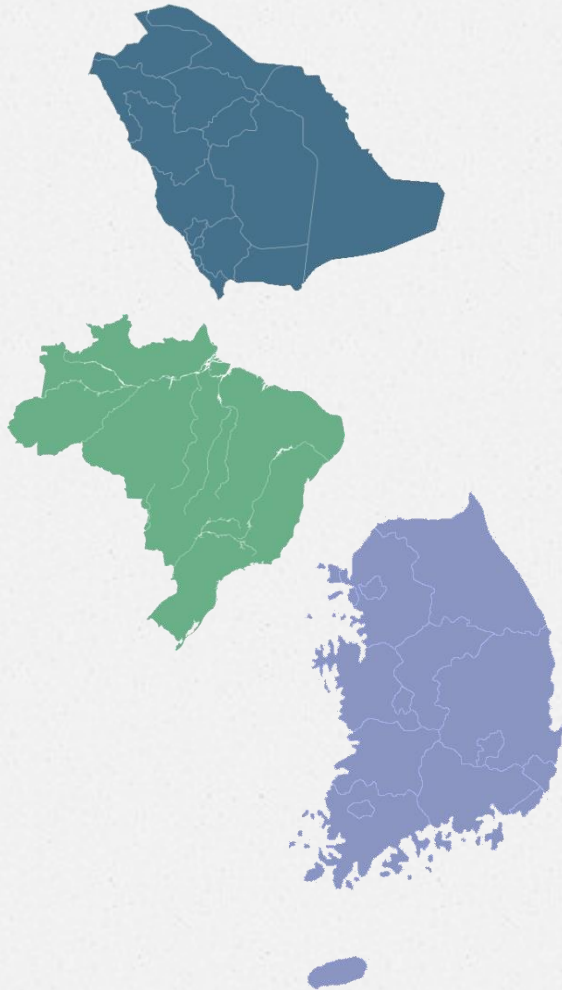
International Enrollment Trends



Revenue: International vs. U.S. Students 15+ Credits



Search Engine Marketing



Learn English
In the United States

APPLY NOW

HOWARD
COMMUNITY COLLEGE

Learn English
In the United States

APPLY NOW

HOWARD
COMMUNITY COLLEGE

Inscreeva-se Agora
Estude Inglês
nos Estados Unidos

HOWARD
COMMUNITY COLLEGE

Inscreeva-se Agora
Estude Inglês
nos Estados Unidos

HOWARD
COMMUNITY COLLEGE

미국 에서 영어를 배우세요

지금 신청하세요

HOWARD
COMMUNITY COLLEGE

HOWARD
COMMUNITY COLLEGE

미국 에서 영어를 배우세요
지금 신청하세요

Facebook

The screenshot shows the Facebook page for the English Language Center (ELC) at Howard Community College. The page header includes the name "ELC at Howard Community College" and the user "Carrie". Below the header, there are navigation tabs for "Timeline" and "Recent", and an "Admin Panel" link. A large banner features the text "Meet the ELC Facebook Team" and a grid of ten team members' photos, including Rebecca, Ashley, Chuni, Heather, Carrie, Shantaya, Ana, and Rabie. The ELC logo is prominently displayed. The page's name "ELC at Howard Community College" is shown with a 4.7-star rating and 1,263 likes. A "Post" section is visible with a recent update from Heather Dellinger, dated "about an hour ago", which celebrates the ELC's award as the "crystal dragon" for its innovative ideas at the annual Innovation Fair. The post text reads: "We did it again! For the second year in a row, the ELC was awarded the crystal dragon for the creative and innovative ideas that we presented at HCC's annual Innovation Fair. This year, our topic was 'Welcoming the World to HCC' and we presented about how we are using online advertising, new software, and Facebook to reach out to international students. Stop by the office and you can see the crystal dragon and our display! — with Chuni Wann and 4 others".



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English Sign Up Login

study in the USA


Start typing to begin searching

Like 0 Tweet 0 +1 Share

English العربية Türkçe Português

Howard Community College (HCC) English Institute (EI)

10650 Hickory Ridge Road
Hickory Ridge Building, Room 200
Columbia, Maryland 21044
Phone: 443.518.1681
Fax: 443.518.4067



SETTING: Suburban
TYPE: Public
TOTAL STUDENTS: 14668
SCHOOL SIZE: Medium
TYPE OF SCHOOL: Community College
COST OF ATTENDANCE: \$3,060 per semester

Scholarships available for international students

TOP PROGRAMS:

1. Intensive English Program
2. Business Administration
3. Hospitality Management and more

English Institute at HCC: Where Do You Want to Be?



Visit School Website

Contact this program!

Fill out the form below to get the answers you need.

Please complete this form in English. (*=Required field.)

First/Given Name:*

Last/Family Name:*

Postal Address:

City:

State/Province:

Postal Code:

Country:*

Telephone:

Mobile Phone:

Date of birth:*

Gender:*

Nationality:*

When do you plan to begin your program of study? *

What would you like to study? *

For more specific information choose from the following:

How much can you afford to pay per year for tuition?

Test:


Score:

Nearby

Powered by yelp

Maiwand Kabob
Categories: Afghan, Ethnic Food
Read More on Yelp 144 Reviews

Curry & Kabob
Categories: Indian
Read More on Yelp 46 Reviews



Twitter Feed

Aug. 30th, 2014
Fall Semester 2014 is about to begin at the English Language Center! We are looking forward to seeing all of our...
http://t.co/ZO4LN5VrVI

Aug. 29th, 2014
Howard Community College will be CLOSED on Monday, September 1st.